



2014-15 Flu Vaccination Challenge

Improving Flu Vaccination Rates at Michigan Colleges and Universities



FEBRUARY 26, 2015

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Additional MCIR Awards

We will be giving out additional awards to enrolled schools throughout the remainder of the flu season. So, if you didn't win the overall champion award, there is still an opportunity for additional recognition!

The additional MCIR awards we will be giving out are:

Largest number of flu vaccine doses administered and documented in MCIR

A total of three awards will be given out in this category to small, medium, and large-sized institutions. To determine winners, MCIR data from July 1, 2014 to March 31, 2015 will be analyzed. The schools with the largest number of flu vaccine doses administered and documented in MCIR within this time period will win the award.

Most improvement in number of doses administered

One total award will be given to the institution with the most improvement in the number of doses administered by comparing MCIR data from the 2013-14 flu season to the 2014-15 flu season. If your school did not submit MCIR data during the 2013-14 flu season, you are still eligible to receive this award based on your improvement in the number of doses submitted during the 2014-15 flu season.

“Late season” MCIR award

One total award will be given to the institution with the largest number of flu vaccine doses administered and documented in MCIR from January 1, 2015 to March 31, 2015.

General Guidelines for MCIR Awards

There is nothing you need to do to apply for the additional MCIR awards. You are simply eligible by participating in this year's Flu Challenge and entering data into MCIR. If your health center did not enter data into MCIR this year then you will not be eligible for the MCIR awards.

“Late Season” Innovative Champion Award

One total award will be given to the institution with the best “late season” flu vaccination campaign push during January 1, 2015 to March 31, 2015. An online nomination form will be distributed in early April. Institutions who are planning a unique spring break campaign or are continuing to push vaccination throughout the winter and spring months are encouraged to self-nominate through the SurveyMonkey link. The award winner will be determined by a selection committee comprised of MDCH staff and Alana's Foundation and announced during the April webinar (see page 3).



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Challenge Winners - Trophy Presentation

During the February 18 Flu Advisory Board (FAB) meeting in Okemos, the three winning institutions were awarded traveling trophies for the 2014-15 Flu Vaccination Challenge. Alana's Foundation graciously donated three traveling trophies to be presented each year to the winning schools.

Winning Schools:

Small Schools: **Hope College**

Medium Schools: **Wayne State University**

Large Schools: **Michigan State University**

Congratulations to the 2014-15 College and University Flu Vaccination Challenge award winners!

Next year, this could be your institution...



Pictured from left to right: Bob Swanson (Director, MDCH Division of Immunization), Christie Bellak (Wayne State University), Jennifer Strohmeyer (Michigan State University), Cindy Sabo (Hope College), and JoAnna Yaksich and Zachary Yaksich (Alana's Foundation).



Hope COLLEGE
HEALTH CENTER



MICHIGAN STATE
UNIVERSITY



Did You Know? Save the Date!

2014-15 Flu Challenge Accomplishments

All of you have been very busy this flu season trying to get more students on your campus vaccinated. We wanted you to know that your efforts have paid off!

Below are some data points that you should be proud of.

- 5,717 individuals (average age 23.5 years) self-reported that they received flu vaccination between August 2014 and NIVW in December 2014
- The 14 enrolled school health centers entered 12,953 flu vaccinations (average patient age 30.3 years) into MCIR from July 1 to December 31, 2014
- The 12,953 flu doses that you gave (and entered into MCIR) represents a 60% increase from the same time period in the 2013-14 flu season (8,098 vaccine doses)!

Spring Webinar: Additional Award Winners

Be sure to save-the-date for our next webinar, where we will announce the "late season" and MCIR award winners!

Date: Wednesday, April 15, 2015

Time: 12:00 p.m. to 1:00 p.m. (EST)

Link: <http://breeze.mdch.train.org/immunize/>

Dial-in: 1-877-873-8018

Passcode: 3743873

Stay tuned for more specifics!

Resources

Contact MDCH for Printed Materials

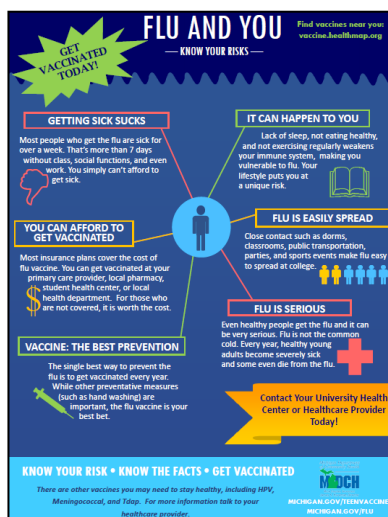
Don't forget to utilize all of the great resources that have been created as a result of this campaign. Below are links that may be helpful to you in your efforts to continue to promote flu vaccination.

MDCH has a small stockpile of printed materials targeting college-aged young adults. If you need more posters or flyers for your health center or other groups on campus, contact Stefanie or Courtney and we will send some your way.

Materials available include:

- Two vaccine-preventable disease story posters – including Niko's story and Ashley's story
- Flu and You poster, targeting college-aged young adults

Spring break is coming up and it's important to keep students protected before they travel. Even though this season's flu vaccine isn't well-matched, it can still protect against severe flu illness and hospitalization due to influenza.



RESOURCES

[2014-15 Flu Challenge Webpage](#)

[College/University Flu Vaccination Toolkit](#)

[Sample social media messages](#)

[Sample e-mail to student body](#)

[Flu Infographic for Young Adults](#)

[Ashley's Story](#)

[Niko's Story](#)

thank
you!